



VOLKSWAGEN: REVOLUTIONARY FORESIGHT™ FOR A MODERN BRAND

How VW Of America Fixed Stagnant CSI Scores With Vital Insights™ Foresight Platform.

In 2009 Volkswagen of America deployed our Foresight customer experience management platform across every VW dealership in America. This is their story.

The Problem

VW's CSI scores and rankings had suffered a decade of stagnation. Their system was outdated and VW was unable to gather the information they required or get the results they needed. They lacked cutting-edge technology to redefine their customer experience program.

The Need

VW was in need of an enterprise platform that could uncover the truth behind the data, designed for instant response and issue resolution. VW needed:

- The ability to survey customers cost-effectively, with little to no need for old delivery methods
- An issue resolution process to create real-time line-of-sight into all dealer actions, increasing transparency
- To foster service retention and long-term loyalty
- A significant increase in customer response and satisfaction levels



The Objective

The primary objective was to design a simple yet attractive survey that was easy and convenient for VW customers to complete. These characteristics, also reflective of the VW brand, seamlessly positioned our solution as a non-intrusive, effective way of collecting crucial customer event feedback. A secondary objective at VWoA was to place customer satisfaction management into the hands of the dealerships, all while maintaining visibility into the data. This new approach would become the catalyst for improved customer experiences under the Volkswagen banner.

The Solution

VW's partnership with the Foresight platform has seen thrilling success for VW, and for the Foresight platform:

- Dealer Service Profit increase of **23%**
- Revenue increase in booking First Service Appointments by **43%**
- 39 Point increase in J.D. Power CSI Rankings in 2010
- Volkswagen dealers rated their Customer Satisfaction System at the highest level of satisfaction against the industry average.
- Surveys delivered within 24 hours of a customer interaction
- Real-Time, Closed-Loop issue resolution system integrated with their business data stream

“ *We've had our share of customer experience management tools. All were lacking in various areas. Vital Insights and Foresight showed us no bounds.* ”

The Conclusion

In late 2009, VW of America deployed the Foresight Customer Experience Management platform across every VW dealership in America. They are still partnered with VI to this day.



Want to try Foresight? Contact us for a free demo of the industry's best real-time automotive CEM platform:

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